LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 448—FOX & HOUNDS—Req. No. 59569—½ Page vert. (3⅝ x 10 inches)—4/Colors—National Letterpress Magazines, 1979 (A)
Printed in U.S.A.

Enjoy smoking longer without smoking more.

Low tar Saratoga 120's

© Philip Morris Inc., 1979

Regular: 15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report May '78
Menthol: 15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/gxfp0003